

AGENDA

Marketing to Employers–Building the Value in Your Business

- When:** April 28, 2004 (8:00–4:30) through April 29, 2004 (8:00–12:00)
- Where:** 71 Stevenson Street, Room 1010
San Francisco, CA 94105
- What you get:** Participant guidebook with templates and handouts.
A clear roadmap to get results with employers in your area.
Online follow-up technical assistance with a consultant to support implementation.
- Registration:** Contact Diane Walton at (415) 975-4639 or via e-mail at walton.diane@dol.gov.

April 28, 2004

Registration: 8:00–8:30 a.m.

Welcome and Pre-Testing 8:30–8:45 a.m.

Module 1: Marketing Workforce Products and Services 8:45–10:15 a.m.

This module addresses current workforce issues as a system and why marketing programs underperform. It demonstrates how staff can save valuable resources by developing an internal marketing system versus contracting out for marketing services. This module talks about the branding dilemmas in working with a multitude of contractors, partners and operators and how to build a cohesive image for the One-Stops. It addresses the dilemma of staff shortages and how to organize marketing teams for maximum efficiency. This module includes a group exercise on how to build a brand and create a positioning strategy that helps differentiate the One-Stops and build value with the employer community.

Break #1: 10:15–10:30 a.m.

Module 2: Developing Key Communication Messages 10:30 a.m.–12:00 p.m.

When explaining workforce development to employers, it's important to understand how to position products and services in a way that is meaningful to them. Participants will learn how ad agencies develop communication "framing styles" and evaluation techniques so that communication pieces hit the mark. An interactive exercise allows participants to rate ads and understand what's important and what's not, as well as how to negotiate an effective media buy.

Lunch: 12:00–1:00 p.m.

Module 3: Strategic Marketing Plan Part 1 1:00–2:00 p.m.

This module teaches participants how to target employers effectively using labor market research and segmentation strategies. It provides details on how to conduct cost-effective market research and focus groups to help understand employers' workforce needs. Lastly, participants learn the components of a SWOT (strengths, weaknesses, opportunities and threats) analysis as part of developing a strategic marketing plan that can be measured for effectiveness. A template will be used to help participants understand how to develop a tailored strategic plan.

Break: 2:00–2:15 p.m.

Module 4: Strategic Marketing Plan Part 2 2:15–3:45 p.m.

Now that the research is completed, how do you set goals and objectives? This module shows step-by-step instructions on how to set goals and objectives, and select a marketing mix that is appropriate for the One-Stop's needs. Participants will be shown models on how to develop community and special events using LMI that targets employers and builds value. A group exercise will demonstrate how to calculate ROI and build a monthly marketing report that details process and outcome measurements. We'll also explore how to develop a marketing internship program and get partners buy-in to help deliver tactics.

Sharing Strategic Plans 3:45–4:15 p.m.

Final Q&A, Evaluations, Wrap Up: 4:15–4:30 p.m.

April 29, 2004

Module 5: Cost Effective Marketing Strategies Part 1

8:00–10:00 a.m.

One-Stops are faced with dwindling budgets and very little money to market programs and services. This module teaches participants how to use cause-related marketing techniques to position workforce development as a critical community issue and leverage dollars with the private sector and the news media. Participants will use a cause-related marketing template to develop a win-win proposal for their communities.

Break: 10:00–10:15 a.m.

Module 6: Cost Effective Marketing Strategies Part 2

10:15–11:30 a.m.

How do boards and staff use public relations effectively to target employers? Who's saying what to whom in your organization? This module demonstrates how to strategically use PR, including strategies for news media and pitch techniques, to help build third party credibility. Interviewing do's and don'ts are also discussed, along with AP style writing and how to develop an organizational news media policy to build cohesion in the organization.

Post Testing, Q&A and Evaluation: 11:30 a.m.–12:00 p.m.

Participant Guide

- Sample monthly marketing report
- Template for determining ROI
- Templates for a marketing internship program
 - Samples of recruitment message
 - Sample recruitment flyer
 - Sample agreement
 - Sample letter of recommendation
- Strategic marketing plan template
- Sample creative brief for ads and campaigns
- Template for cause-related marketing proposals
- Sample news media policy
- Interview tip sheet